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State of Arizona
Citizens Clean Elections Commission

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MEMORANDUM

To: Commissioners

From: Mike Becker, Voter Education Manager

Date: March 2, 2006

Subject: Hispanic Outreach Program

From assisting the candidates to working with the residents of Arizona, education has been and continues to be a major focal point for the Citizens Clean Elections Commission. As the population in Arizona continues to grow the pressure to educate the new residents on Clean Elections continues to mount. One segment of Arizona's population that is growing quicker than most is the Hispanic population. In the past educating this segment of the population has not been overly extensive. For 2006 I propose a much more extensive education campaign designed specifically for the Hispanic population. The proposed campaign is as follows:

<u>Paid Media</u>	<u>Description</u>	<u>Est. Costs</u>
Radio	Hispanic Radio – Tucson & Phoenix	\$ 60,000
TV	Hispanic TV – Tucson	\$ 38,950
Online	Hispanic Banner Campaign	\$ 5,000
Newspaper	Spanish Language-AZ Republic	\$ 16,320
Total Media Hard Costs		\$ 120,270

<u>Production</u>	<u>Description</u>	<u>Est. Costs</u>
Radio Spot	Hispanic Radio Spot - :60 & :15 sec.	\$ 7,450
Banner Ads	Hispanic Banners	\$ 3,000
TV Spot	Hispanic TV spot	\$ 4,650
Total Production Hard Costs		\$ 15,100

Total Education Budget **\$ 135,370**